



On behalf of the 1,600 pear growers in Washington and Oregon, thank you for being a demonstrator for delicious USA Pears!

Here is some information about the material you will be using during the pear demonstration. If any other materials are included in your kit, use and display with your best judgement.

BROCHURES *distribute*

Your kit includes materials like the "Check the Neck for Ripeness" brochure informing shoppers about ripening and eating pears at their peak of pear-fection!

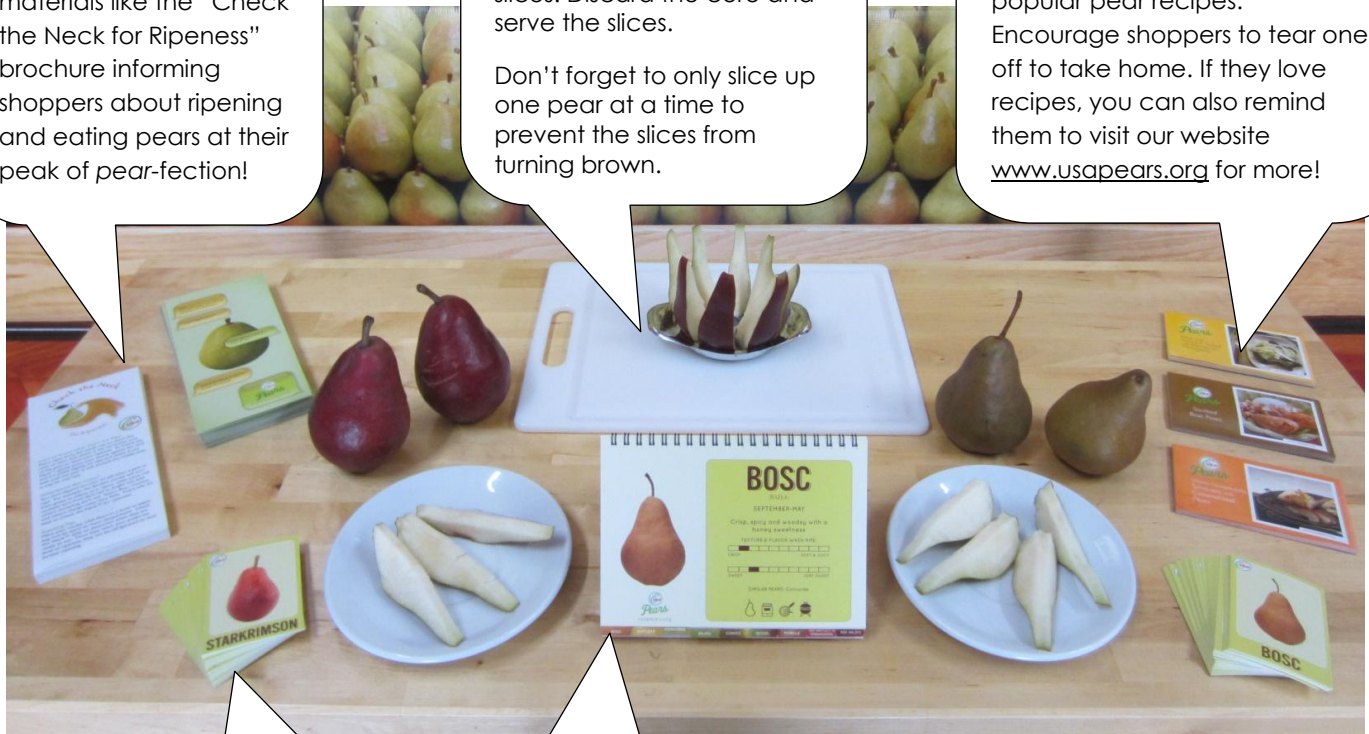
METAL SLICER *use*

Place over the pear with the stem in the center hole and press down creating eight slices. Discard the core and serve the slices.

Don't forget to only slice up one pear at a time to prevent the slices from turning brown.

RECIPE PADS *distribute*

Your kit includes pads with our popular pear recipes. Encourage shoppers to tear one off to take home. If they love recipes, you can also remind them to visit our website www.usapears.org for more!



TRADING CARDS *distribute*

Kind of like a baseball card, these cards include handy tips, flavor profiles and serving recommendations for each variety.

FLIP CHART *display*

Fold to stand upright on your table and keep the white and red "Demonstrator View Only" side turned to you to use as a cheat sheet! Turn the chart to the variety of pear(s) you are sampling or let shoppers flip through to learn more about all ten varieties of USA Pears available!

OTHER ITEMS YOU'LL NEED:

- Provided kit materials
- Table
- Cutting board
- Knife (to cut out any remaining seeds/core or bruised spots, etc.)
- Serving plate
- Napkins
- Gloves
- Trash can



If there are no ripe pears at the store, do not sample unripe, hard fruit. Turn the event into an educational demonstration. Teach consumers how to "Check the Neck for Ripeness" and hand out the pear materials!



HAVE FUN!
EDUCATE!
ENGAGE!



REMEMBER TO ALWAYS...

- be friendly, informative and excited!
- encourage shoppers to engage!
- keep sampling area clean and tidy!